

Aqua Optima Announce Innovative New Partnership with TerraCycle to launch the Aqua Optima Water Filter Recycling Programme

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Thursday, 10 January 2019

With more than 4.5million Brits claiming that they don't recycle because it's too inconvenient for them* and over 13million water jug replacement cartridges being sold every year**, it makes sense that leading water filtration brand Aqua Optima are keen to make it easy for their customers to recycle.

Aqua Optima customers are already taking action to be kinder to the environment by filtering their tap water and therefore reducing the use of single-use plastic water bottles used on a daily basis. This new partnership with TerraCycle and the launch of the Aqua Optima Water Filter Recycling Programme will make it quick and straightforward to recycle these innovative filters and therefore live more sustainably.

Aqua Optima is encouraging people throughout the UK to join its recycling programme which exchanges used Aqua Optima water filters for TerraCycle points that can be redeemed for charitable gifts and donations.

TerraCycle is a global leader in recycling the unrecyclable and the world leader in the collection and reuse of non-recyclable waste. Globally TerraCycle is diverting millions of pounds of waste each month from landfill and incineration.

Currently more than 2 million people across the UK have signed up to collect with TerraCycle, diverting more than 51,000,000 million items of packaging waste from UK landfill to date, whilst earning over £684,000 for schools, charities and nonprofit organisations.

Participating in the initiative is completely free and easy and involves simply signing up / creating a free TerraCycle account then downloading a free UPS label when required. Then when the package is ready to collect book a free UPS collection with no cost involved. Participants can also drop-off their parcel at the closest UPS drop-off point which can be found on the UPS site. Consumers also have the option to register as a public drop off location which would appear on the interactive TerraCycle map. This way local people are able to drop off their water filters to designated collection points so larger shipments of water filters can be sent in for recycling.

Aqua Optima have the ambition to become the leading water filtration brand in the UK and in doing so are determined to reduce their environmental footprint. Their filtration products can now be found in the majority of UK supermarkets, including Tesco, ASDA, Argos, Boots and Amazon.

Aqua Optima Director, Nigel Wheeler, commented: "We are proud to announce that with the help of TerraCycle our filter cartridges are now 100% recyclable.

"With over 13million filter cartridges being sold every year**, here at Aqua Optima we are dedicated to cleaner water and a cleaner planet."

To start recycling simply sign up for a TerraCycle account and join the Aqua Optima Water Filter Recycling Programme by visiting www.terracycle.co.uk/aquaoptima

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Aqua Optima products can now be found in the majority of UK supermarkets and high streets, including Tesco, ASDA, Argos and Amazon.

Aqua Optima Jugs

For more information about Aqua Optima products and to request product samples, prices, stockist information and imagery please get in touch with the Aqua Optima press office:

Email aquaoptima@dewinter.agency or call Katie on 0151 363 8650

Visit www.aqua-optima.com

About TerraCycle:

Founded in 2001, TerraCycle (www.terracycle.com) is the world's leader in the collection and reuse of non-recyclable waste and operates in 21 countries around the world. TerraCycle works with over one hundred major brands across the globe to collect used packaging and products (such as crisp packets, home care waste, toothbrushes / toothpaste tubes, baby food pouches, biscuit / cracker / cake wrappers, pet food packaging coffee packaging, pens, cigarette waste etc. in the UK) that would otherwise be destined for landfills. It repurposes that waste into new ecofriendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's recycling programmes, which are free fundraisers that pay schools, charities and nonprofits for every piece of waste they collect and return.

TerraCycle launched in the UK in September 2009 (www.terracycle.co.uk). Currently more than 2,212,560 people across the UK have signed up to collect with TerraCycle, diverting more than 51,000,000 million items of packaging waste from UK landfill to date whilst earning over £684,000 for schools, charities and nonprofit organisations.

*Intel report February 2018

** GfK Data Sept 2018 Water Filter